

Message Text

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AMEMBASSY MANILA
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UNCLAS JAKARTA 0765

SINGAPORE FOR USIMC

USDOC FOR OIM/SEA - CMM - D. EARLE

EO 11652: NA
TAGS: BEXP, ID
SUBJ: US EXHIBITION - DINAMIKA '77 - FINAL REPORT

REF: JAKARTA A-007

1. REFAIR IS COMPLETE FINAL REPORT ON US EXHIBITION
DINAMIKA 77, SENT JANUARY 17, 1978. ADVANCE COPIES
MAILED BY APO TO EARLE, WEBBERT, VITOUS AND MC COWEN
IN COMMERCE AND HAND DELIVERED TO SINGAPORE
USIMC DIRECTOR MOORE.

2. SUMMARY AND RECOMMENDATIONS SECTIONS OF AIRGRAM
FOLLOW:

3. SUMMARY
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DINAMIKA 77 WAS THE LARGEST U.S. EXHIBITION, IN TERMS
OF THE NUMBER OF COMPANIES REPRESENTED (52), EVER
ORGANIZED IN INDONESIA. IT WAS THE FIRST SUCH EVENT
SINCE USAQUIP 74 IN APRIL 1974. AS SUCH, IT WAS
DEFINITELY PERCEIVED BY THE INDONESIAN GOVERNMENT
(GOI) AS AN EXPRESSION OF INTEREST BY THE U.S.
GOVERNMENT AND U.S. BUSINESS IN INDONESIA'S

ECONOMY. FURTHER, THE COMPLIMENTARITY OF THE THEMES OF THE EVENT TO INDONESIA'S OWN DEVELOPMENT PRIORITIES ADDED TO THE FAVORABLE IMPACT THE EVENT HAD UPON INDONESIANS. HIGHLEVEL GOI OFFICIALS WERE VERY COOPERATIVE IN ASSISTING US PREPARE FOR THE EVENT.

COMMERCIALLY, THE SHOW WAS A SUCCESS. FLOOR SALES TOTALED \$1,178,700, DIVIDED INTO \$365,700 FOR NTM FIRMS AND \$813,000 FOR OTMS. PROJECTED 12 MONTH SALES TOTALED \$19,548,000, WITH \$14,077,000 PROJECTED BY NTMS AND \$5,471,000 BY OTMS. REGISTERED ATTENDANCE, AT 1178, WAS NOT AS HIGH AS WE HAD HOPED, BUT THE QUALITY OF ATTENDEES WAS GOOD. PARTICULARLY DISAPPOINTING WAS OUT-OF-TOWN ATTENDANCE.

IN ADDITION TO THE USUAL DISPLAY OF EQUIPMENT, A SEMINAR PROGRAM WAS ARRANGED, AT WHICH 21 OF THE EXHIBITORS PRESENTED PAPERS. THIS PROGRAM WAS VERY SUCCESSFUL, BOTH IN ATTRACTING ADDITIONAL VISITORS TO THE EXHIBITION AND IN PROMOTING THE IMAGE OF THE EXHIBITION AND OF THE U.S.

THE MOUNTING OF THE SHOW WAS A TEAM EFFORT AND ITS SUCCESS WAS THE RESULT OF THE COMBINED AND STRENOUS EFFORTS OF ALL INVOLVED, LED, OF COURSE, BY THE DUSEX, WILLIAM R. VITOUS. RONALD E. MCCOWEN DID A TREMENDOUS JOB OF UNCLASSIFIED

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MOVING FREIGHT. WITHOUT THE USIMC SINGAPORE THE PROMOTION PROGRAM COULD NOT HAVE BEEN EXECUTED. THE U.S. MISSION, JAKARTA, ALSO CONTRIBUTED MUCH TIME, EFFORT AND MONEY. THIS INCLUDED NOT ONLY THE ENTIRE ECONOMIC/COMMERCIAL SECTION, BUT ALSO THE CHARGE, THE AGRICULTURAL ATTACHE, THE ADMINISTRATIVE SECTION AND USIS. THE TWO CONSULATES, IN MEDAN AND SURABAYA, ALSO CONTRIBUTED ENTHUSIASTICALLY TO THE PROMOTION CAMPAIGN AND DURING THE WEEK OF THE EXHIBITION, AS DID THE AMERICAN EMBASSY IN KUALA LUMPUR.

4. RECOMMENDATIONS

A. SCHEDULE - DAYS AND HOURS

HOURS FOR NEXT TRADE SHOW SHOULD BE FROM 10 A.M. TO 1 P.M. AND 4 P.M. TO 8 OR 9 P.M. DAYS: MONDAY TO FRIDAY. OPENING THE EXHIBITION TO THE GENERAL PUBLIC FOR ONE DAY SHOULD BE CONSIDERED.

B. PERSONNEL

ANY TRADE SHOW HELD IN JAKARTA SHOULD HAVE THREE USDOC OFFICIALS ASSIGNED FULL TIME TO JAKARTA. THEY SHOULD BE THE DIRECTOR, THE DIRECTOR OF

OPERATIONS AND THE DIRECTOR OF MARKETING. THE DIRECTOR SHOULD BE IN CHARGE OF AND COORDINATE THE ACTIVITIES OF ALL PARTICIPANTS. AT A MINIMUM THE DUSEX SHOULD ARRIVE THREE MONTHS BEFORE THE SHOW, THE DO TWO AND A HALF MONTHS IN ADVANCE, AND THE DIRECTOR OF MARKETING ONE AND A HALF MONTHS IN ADVANCE. THE DUSEX AND DO SHOULD REMAIN FOR TWO WEEKS AFTER CLOSING.

C. FREIGHT FORWARDING

IT SHOULD BE REQUIRED BY THE USG THAT AFTER THE EXHIBITION, GOODS BE STORED IN CONTROLLED WAREHOUSING UNTIL DUTIES ARE PAID OR THE GOODS ARE EXPORTED.

D. SEMINARS

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A SEMINAR PROGRAM SHOULD BE INCLUDED WITH ALL EXHIBITIONS IN JAKARTA. CONSIDERATION SHOULD BE GIVEN TO HOLDING SEMINARS IN SURABAYA AND MEDAN, AS WELL. 150 SEMINAR PAPERS SHOULD BE PREPARED FOR DISTRIBUTION. WE STRONGLY RECOMMEND THAT PROVISION SHOULD BE MADE IN THE BUDGET FOR TRANSLATING THE PAPERS INTO INDONESIAN.

E. EXIM BANK

AN EXIM OFFICIAL SHOULD ATTEND THE NEXT EXHIBITION.

F. CATALOG

THE ENTIRE PREPARATION OF THE CATALOG SHOULD BE CONTRACTED OUT. IT SHOULD BE MAILED ABOUT A MONTH IN ADVANCE OF THE EVENT. IT SHOULD BE BILINGUAL.

G. BUDGET

A SURVEY OF COSTS SHOULD BE MADE BY SOMEONE FAMILIAR WITH EXHIBITION REQUIREMENTS, PROBABLY A USIMC OFFICIAL, ABOUT A YEAR IN ADVANCE OF THE NEXT EXHIBITION. FROM THIS A CAREFUL BUDGET ESTIMATE SHOULD BE MADE, TAKING INTO ACCOUNT ACTUAL COSTS OF SERVICES IN JAKARTA, WHICH ARE OFTEN SIGNIFICANTLY HIGHER THAN IN MANY OTHER CITIES.

5. A DISCUSSION FOLLOWS EACH RECOMMENDATION IN AIRGRAM.

MASTERS

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